

CALL FOR PAPERS

THE EUROPEAN INSTITUTE OF RETAILING AND SERVICES STUDIES (EIRASS)

is organising the 18th international conference on
RECENT ADVANCES IN RETAILING AND SERVICES SCIENCE

July 15-18, 2011

**Hilton San Diego Bayfront
San Diego
USA**



The aim of the conference is to bring together scholars from various disciplines and countries interested in retailing and consumer services. Over the years the conference has attracted scholars from disciplines such as marketing, psychology, urban planning, transportation, management, geography etc from across the world. The conference will give delegates an opportunity to present their completed projects but also to present work in progress.

SUGGESTED TOPICS

Papers on any topic relevant to progress in retailing and consumer services (tourism, recreation, banking, aspects of transportation, etc.) are welcome. Topics of special interest include:

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| <input type="checkbox"/> consumer behaviour | <input type="checkbox"/> service quality |
| <input type="checkbox"/> e-commerce | <input type="checkbox"/> globalisation |
| <input type="checkbox"/> business strategy | <input type="checkbox"/> geographical information systems |
| <input type="checkbox"/> distribution channels | <input type="checkbox"/> service branding |
| <input type="checkbox"/> policy aspects | <input type="checkbox"/> location-based services |
| <input type="checkbox"/> logistics | <input type="checkbox"/> social media |
| <input type="checkbox"/> franchising | <input type="checkbox"/> merchandising, pricing, advertising |
| <input type="checkbox"/> segmentation | <input type="checkbox"/> salesforce management |

SUBMISSION DEADLINE: OCTOBER 1, 2010

Those interested in presenting a paper are invited to send an abstract to:

Professor Harry Timmermans
 Eindhoven University of Technology
 P.O. Box 513, Vertigo 8.18
 5600 MB Eindhoven, The Netherlands
 Phone: +31 40 2473315; Fax: +31 40 2438488
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We call on your professional attitude. Every year, authors of accepted papers cancel their participation for avoidable reasons. Please realize however that because space is limited and at some stage acceptance/rejection of papers becomes quite arbitrary, cancellation means that a colleague could have participated. Thus, by submitting an abstract, authors indicate that at least one of the authors will attend the conference, if accepted. If you cannot guarantee this for some reason, please let us know as it allows us to work on a personalized solution, if necessary.

FORMAT

The conference accepts both work in progress and completed work. All abstracts will be published in a Book of Abstracts. Participants are stimulated to submit extended abstracts or full papers. These will be made available in the proceedings, published in CD-format. However, as we are not asking any transfer of copyright, authors can submit these papers to journals for publication. Submitted papers qualify for an award competition. The conference will start with registration, late afternoon on the 15th, followed by a welcome reception. Sessions will start on the 16th until noon on the 18th. Approximately 20 minutes will be available for presentation of a paper.

SPECIAL SESSIONS

Participants interested in organising a special session are invited to send their proposal to the above address. Proposals should include: (a) a detailed description of the proposed session; (b) a list of the proposed speakers; (c) whether or not each speaker has agreed to participate if the proposal is accepted; and (d) the names and addresses of the chairperson and discussants, if any. Sessions are typically organised in blocks of 4 presentations.

NOTIFICATION

We plan to notify delegates by November 15, 2010 about the acceptance of their work for presentation at the conference. Delegates are expected to arrange their registration and conference fees before February 1, 2011 to guarantee accommodation and enjoy reduced room prices.

CONFERENCE PACKAGE: 1098 Euros before February 1, 2011, 1398 Euros after this date. This package includes participation, documentation, proceedings, book of abstracts, three nights of deluxe accommodation (arrival: July 15 - departure: July 18, 2011), tea and coffee breaks, lunches, conference dinner, all taxes and service charges. A limited number of pre and post-conference rooms is available at discounted rates, subject to availability.

THE AREA

The Hilton is located 5-10 minutes from San Diego International Airport (\$12-18 Shuttle/Taxi Fare), right in the heart of downtown, within walking distance of the Gaslamp Entertainment District with 120+ restaurants, nightlife, museums, shopping, etc. All rooms in the hotel have bay views (and most also have ocean views). If you have some time left, San Diego is known for its zoo, harbour, Seaworld and a day trip to Tijuana, Mexico.